



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Great American Media  
1010 Wisconsin Avenue  
Washington, DC 20007

## Contract # 322731

### Schedule Dates

10/23/12-10/29/12

### Advertiser

Democratic Congressional Campaign Committee (3571)

### Agency

Great American Media (1068)

### Product

Political - Issue (1068)

### Brand

ISS/DCCC (76030)

### Salesperson

Telerep/Washington DC, Washington DC (1040)

### Sales Office

Telerep/Washington DC

### Buyer Name

GILROY, MAURA

### Phone/Fax

/

### CPE

1193

### Account Types

National/Political

### Billing Type

Standard

### Comments

DCCC 10/23

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

Date Entered

07/18/12

Last Modified

10/30/12

Entered By

Jennifer Stewart

CO-OP

Yes

Headline #

06146970

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$8,598.75

Net Total

\$48,726.25

Sales Tax

### Pittsburgh (WPXI)

By Broadcast Month

Spots

Rate

Oct. 2012 \$44,775.00

Nov. 2012 \$12,550.00

Grand Total:

\$57,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	5	:30	4:58A- Channel 11 News 5am	3		X	X	X	X			3	\$300.00	\$900.00	Pittsburgh (WPXI)	NEWS 5-530A/1	7/18/12
2.0	Normal Line / Spot	10/23/12-10/26/12	5	:30	5:29A- Channel 11 News 530am	3		X	X	X	X			3	\$400.00	\$1,200.00	Pittsburgh (WPXI)	NEWS 530-6A/2	7/18/12
3.0	Normal Line / Spot	10/29/12-10/29/12	5	:30	5:29A- Channel 11 News 530am	1	1							1	\$400.00	\$400.00	Pittsburgh (WPXI)	NEWS 530-6A/3	7/18/12
8.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	9A- Today Show 9a			1	1	1	1			4	\$400.00	\$1,600.00	Pittsburgh (WPXI)	TODAY 9-10A/8	7/18/12
9.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	9A- Today Show 9a	1	1							1	\$400.00	\$400.00	Pittsburgh (WPXI)	TODAY 9-10A/9	7/18/12
10.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6A- 8A (EST)						1			1	\$350.00	\$350.00	Pittsburgh (WPXI)	SAT NEWS 6-8A/10	7/18/12
11.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A- 10:30A (EST)						1			1	\$375.00	\$375.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/11	7/18/12
12.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	5:30A- 8A (EST)							1		1	\$350.00	\$350.00	Pittsburgh (WPXI)	SUN NEWS 530A-8A/12	7/18/12
13.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	8A- 10A (EST)								1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	SUN NEWS 8A-10A/13	7/18/12
14.0	Revised Line / Spot	10/23/12-10/26/12	4	:30	10A- Ellen	3	X	X	X	X				3			Pittsburgh (WPXI)	ELLEN/14	7/18/12
14.1	Normal Line / Spot	10/23/12-10/26/12	4	:30	10A- Ellen	2	X	X	X	X				2	\$350.00	\$700.00	Pittsburgh (WPXI)	ELLEN/14	10/9/12
16.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11A- Anderson	3	X	X	X	X				3	\$275.00	\$825.00	Pittsburgh (WPXI)	ANDERSON/16	7/18/12

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Accepted-Agency/Advertiser:

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Accepted-Station:

Date:

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**Agency**

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**Product**

Political - Issue (1068)

**Brand**

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**Salesperson**

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**Sales Office**

Telerep/Washington DC

**Buyer Name**

GILROY, MAURA

**Phone/Fax**

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**CPE**

1193

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National/Political

**Billing Type**

Standard

**Comments**DCCC 10/23  
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CAMPAIGN COMMITTEE

Date Entered 07/18/12

Last Modified 10/30/12

Entered By Jennifer Stewart

CO-OP Yes

Headline # 06146970

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$8,598.75

Net Total \$48,726.25

Sales Tax

07/18/12

10/30/12

Jennifer Stewart

Yes

06146970

**Pittsburgh (WPXI)**

By Broadcast Month

Oct. 2012 65

Nov. 2012 18

Grand Total: 83

Rate

\$44,775.00

\$12,550.00

\$57,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
17.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11A- Anderson	1								1	\$275.00	\$275.00	Pittsburgh (WPXI)	ANDERSON/17	7/18/12
18.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11:59A- Channel 11 News At Noon	3		X	X	X	X			3	\$375.00	\$1,125.00	Pittsburgh (WPXI)	NOON NEWS/18	7/18/12
19.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11:59A- Channel 11 News At Noon	1								1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/19	7/18/12
20.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	12:30P- The Doctors 1230-130P	3		X	X	X	X			3	\$275.00	\$825.00	Pittsburgh (WPXI)	DOCTORS/20	7/18/12
21.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	1:30P- Today Show 130P	3		X	X	X	X			3	\$275.00	\$825.00	Pittsburgh (WPXI)	TODAY 130-230P/21	7/18/12
22.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	1:30P- Today Show 130P	1								1	\$275.00	\$275.00	Pittsburgh (WPXI)	TODAY 130-230P/22	7/18/12
23.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	2:30P- Who Wants To Be A Millionaire	3		X	X	X	X			3	\$275.00	\$825.00	Pittsburgh (WPXI)	MILLIONAIRE/23	7/18/12
24.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	2:58P- Days Of Our Lives	3		X	X	X	X			3	\$500.00	\$1,500.00	Pittsburgh (WPXI)	DAYS/24	7/18/12
25.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	2:58P- Days Of Our Lives	1								1	\$500.00	\$500.00	Pittsburgh (WPXI)	DAYS/25	7/18/12
26.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	10A- MEET THE PRESS								2	2	\$3,600.00	\$7,200.00	Pittsburgh (WPXI)	MEET THE PRESS/26	7/18/12
27.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4P- Judge Judy 4p	3		X	X	X	X			3	\$400.00	\$1,200.00	Pittsburgh (WPXI)	JUDY 4-430P/27	7/18/12
27.0.1	Closed Preempt	10/23/12															Pittsburgh (WPXI)	Political/Exception -	

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Agency Great American Media (3571)  
Product Political - Issue (1068)  
Brand ISS/DCCC (760330)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name GILROY, MAURA  
Phone/Fax /  
CPE 1193  
Account Types National/Political  
Billing Type Standard  
Comments DCCC 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

Date Entered 07/18/12  
Last Modified 10/30/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06146970  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$8,598.75  
Net Total \$48,726.25  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month  
Oct. 2012 65 \$44,775.00  
Nov. 2012 18 \$12,550.00  
Grand Total: 83 \$57,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
28.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	4P- Judge Judy 4p	1	1								\$400.00		Pittsburgh (WPXI)	JUDY 4-430P/28	7/18/12
28.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy Coverage	
29.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4:29P- Judge Judy 430p	3		X	X	X	X			3	\$500.00	\$1,500.00	Pittsburgh (WPXI)	JUDY 430-5P/29	7/18/12
30.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	4:29P- Judge Judy 430p	1	1								\$500.00		Pittsburgh (WPXI)	JUDY 430-5P/30	7/18/12
30.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy coverage	
31.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5P- 5:30P (EST)	6		X	X	X	X			5	\$800.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 5-530P/31	7/18/12
31.0.1	Closed Preempt	10/23/12															Pittsburgh (WPXI)	Political/Exception -	
32.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5P- 5:30P (EST)	2	2							2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	NEWS 5-530P/32	7/18/12
33.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:30P- 6P (EST)	6		X	X	X	X			6	\$800.00	\$4,800.00	Pittsburgh (WPXI)	NEWS 530-6P/33	7/18/12
34.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:30P- 6P (EST)	2	2							2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	NEWS 530-6P/34	7/18/12
36.0	Revised Line / Spot	10/29/12-10/29/12	4	:30	5:58P- Channel 11 News At 6pm (ET)	2	2							2			Pittsburgh (WPXI)	NEWS 6-630P/36	7/18/12

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36.1	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1	1							1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/36	10/9/12
37.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:30P- NBC NIGHTLY NEWS	3		X	X	X	X			3	\$2,100.00	\$6,300.00	Pittsburgh (WPXI)	NITELY NEWS/37	7/18/12
38.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	6:30P- NBC NIGHTLY NEWS	1	1							1	\$2,100.00	\$2,100.00	Pittsburgh (WPXI)	NITELY NEWS/38	7/18/12
45.0	Normal Line / Prime	10/25/12-10/25/12	5	:30	10P- Rock Center with Brian Williams 10-11P					1					\$2,000.00		Pittsburgh (WPXI)	ROCK CENTER 10-11P/	7/18/12
45.0.1	Closed Preempt	10/25/12															Pittsburgh (WPXI)	Pre empt/Spot	
46.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	7P- 7:30P (EST)						1			1	\$675.00	\$675.00	Pittsburgh (WPXI)	HOLD FOR BETTIS 7-730P/46	7/18/12
48.0	Normal Line / Spot	10/29/12-10/29/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	1							1	\$1,350.00	\$1,350.00	Pittsburgh (WPXI)	LATE NEWS/48	7/18/12
49.0	Normal Line / Spot	10/27/12-10/27/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P						1			1	\$1,450.00	\$1,450.00	Pittsburgh (WPXI)	LATE NEWS/49	7/18/12
50.0	Normal Line / Spot	10/28/12-10/28/12	5	:30	11:35P- 12:05A (EST)							1		1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	LATE NEWS AFTER FB 1135-1205A/50	7/18/12
51.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11:34P- TONIGHT SHOW	5		X	X	X	X			5	\$675.00	\$3,375.00	Pittsburgh (WPXI)	TONIGHT/51	7/18/12
52.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11:34P- TONIGHT SHOW	1	1							1	\$675.00	\$675.00	Pittsburgh (WPXI)	TONIGHT/52	7/18/12

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53.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	11:29P- NBC SATURDAY NIGHT LIVE							1		1	\$1,200.00	\$1,200.00	Pittsburgh (WPXI)	SNL/53	7/18/12
54.0	Normal Line / Prime	10/26/12-10/26/12	3	:30	9P- Grimm 9-10P					1					\$4,500.00		Pittsburgh (WPXI)	GRIMM 9-10P/	7/18/12
54.0.1	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Spot -	
55.0	Normal Line / Spot	10/29/12-10/29/12	5	:30	4:58A- Channel 11 News Sum		1							1	\$300.00	\$300.00	Pittsburgh (WPXI)	NEWS 5-530A/55	7/18/12
56.0	Normal Line / Spot	10/23/12-10/23/12	10	:30	9A- 10A (EST)		1							1	\$0.00	\$0.00	Pittsburgh (WPXI)	Due to Technical Error, spot ran twice	10/24/12
57.0	M/G For 27.0.1, 31.0.1 / Spot	10/29/12-10/29/12	3	:30	4P- 5P (EST)		2							2	\$600.00	\$1,200.00	Pittsburgh (WPXI-AL11)	NEWS 4-5P/27 & 31-MG	10/29/12
57.1	M/G For 27.0.1, 31.0.1 / Spot	10/29/12-10/29/12	3	:30	4P- 5P (EST)		2							2	\$600.00	\$1,200.00	Pittsburgh (WPXI)	NEWS 4-5P/27 & 31-MG	10/30/12
58.0	Revised Line / Spot	10/29/12-10/29/12	5	:30	4:30P- 5P (EST)		1							1			Pittsburgh (WPXI-AL11)		10/29/12
58.1	Normal Line / Spot	10/29/12-10/29/12	5	:30	4:30P- 5P (EST)		1							1	\$500.00	\$500.00	Pittsburgh (WPXI)		10/30/12

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